

Your Right to Know
Is the Key to All Your Liberties
EDITORIALS

4 THE TORRANCE HERALD April 17, 1960

According to St. John

The first day of the week cometh Mary Magdalene early, when it was yet dark, unto the sepulchre, and seeth the stone taken away from the sepulchre.

Then she runneth, and cometh to Simon Peter, and to the other disciple, whom Jesus loved, and saith unto them, They have taken away the Lord out of the sepulchre, and we know not where they have laid him.

Peter therefore went forth, and that other disciple, and came to the sepulchre.

So they ran both together: and the other disciple did outrun Peter, and came first to the sepulchre.

And he stooping down, and looking in, saw the linen clothes lying; yet went he not in.

Then cometh Simon Peter following him, and went to the sepulchre, and seeth the linen clothes lie.

And the napkin, that was about his head, not lying with the linen clothes, but wrapped together in a place by itself.

Then went in also that other disciple, which came first to the sepulchre, and he saw, and believed.

For as yet they knew not the scripture, that he must rise again from the dead.

Then the disciples went away again unto their own home.

But Mary stood without at the sepulchre weeping: and as she wept, she stooped down, and looked into the sepulchre,

And seeth two angels in white sitting, the one at the head, and the other at the feet, where the body of Jesus had lain.

And they say unto her, Woman, why weepest thou? She saith unto them, Because they have taken away my Lord, and I know not where they have laid him.

And when she had thus said, she turned herself back, and saw Jesus standing, and knew not that it was Jesus.

Jesus saith unto her, Woman, why weepest thou? whom seekest thou? She, supposing him to be the gardener, saith unto him, Sir, if thou have borne him hence, tell me where thou hast laid him, and I will take him away.

Jesus saith unto her, Mary. She turned herself, and saith unto him, Rabboni; which is to say, Master.

Jesus saith unto her, Touch me not; for I am not yet ascended to my Father: but go to my brethren, and say unto them, I ascend unto my Father, and your Father; and to my God, and your God.

Mary Magdalene came and told the disciples that she had seen the Lord, and that he had spoken these things unto her.

Spring Cleanup

The arrival of spring is the traditional signal for a general housecleaning, and up and down the residential streets of the city one can see signs that the traditional is not being overlooked by Torrance homeowners this season.

Evidence that the city's homes are getting the treatment, both inside and out, is on all sides. . . yards are taking on a trimmed appearance, nurserymen are busy providing new plants, trees, flower seedlings, and shrubs for the 1960 phase of the home improvement program.

On one front, however, the activity is relatively quiet—that is the "front yards" of many of the city's older industrial plants—some with the untrimmed look of many winters presented to the passing public.

Contrasted to these are the recently built plants of the city's growing industrial family, boasting modern, clean fronts, with landscaped areas blending well with nearby residential areas.

A remarkable change in the appearance of the city's industrial developments could be effected with a little judicious planting and cleaning up. Such action indicates a pride of the firm in its local operation and an effort to reduce to a minimum any objections nearby residents may have to the location of industrial plants nearby.

We think it would be good business for many of the city's long established industrial plant to take a look at their installations from the street—and then do something about it.

The dividends could be surprisingly high.

STAR GAZER
By CLAY R. POLLAN
Your Daily Activity Guide
According to the Stars.
To develop message for Sunday, read words corresponding to numbers of your Zodiac birth sign.

| | | | | | | | | | | | |
|--|---|--|---|--|--|---|--|--|---|--|---|
| ARIES MAR. 22 2-9-28-31 32-45-53 | Taurus APR. 21 1-20-27 28-35-42 43-50-57 | GEMINI MAY 21 11-14-18-38 39-42-50 51-54-58 | CANCER JUNE 21 11-14-18-38 39-42-50 51-54-58 | LEO JULY 23 1-20-27 28-35-42 43-50-57 | VIRGO AUG. 23 20-21-29-44 45-52-59 | LIBRA SEPT. 23 1-20-27 28-35-42 43-50-57 | SCORPIO OCT. 23 22-25-27-52 53-62-65 | SAGITTARIUS NOV. 23 4-7-10-35 37-41-74 | CAPRICORN DEC. 23 1-16-19-36 37-41-74 | AQUARIUS JAN. 21 1-16-19-36 37-41-74 | PISCES FEB. 21 3-6-8-34 46-75-89-90 |
|--|---|--|---|--|--|---|--|--|---|--|---|



Spring is Busting Out All Over With 'Tie-Ins'

By REYNOLDS KNIGHT

Spring is busting out all over in that corner of business usually referred to as "marketing and sales promotion." And the whirl of activity has nothing to do with giving away free daffodils to customers. It concerns what are called "tie-in" marketing campaigns.

The tie-in is a short-term marriage of two companies to promote products that happen to be natural "go-togethers." Example: a pancake mix manufacturer and a maple syrup processor pooling their advertising money and putting both their sales forces to work to promote pancakes 'n' syrup. Both companies stand to gain.

Occasionally, however, tie-ins involve highly unlikely partners. And the current season bids fair to produce some of the strangest business marriages ever.

An aspirin maker and a marketer of fruit juice have joined forces in a drive with the theme of how to fight colds, or feel better if you catch one. A phonograph record company whose album has the word "Tabasco" in its title has linked hands with a producer of tabasco sauce; a store manager who agrees to carry the album also gets a free bottle of sauce. Other campaigns, ever more zany, will be cropping up in the weeks ahead.

Main reason: by pooling advertising funds and sales forces, companies achieve greater trade and consumer impact than if each had acted separately.

Building Note — Plastics will play a larger role in basic construction during the next year although there are still many obstacles preventing successful marketing of plastic building materials, says H. Dorn Stewart, president of Allied Chemical's Barrett Division.

Chief obstacles are antiquated building codes, the traditional conservatism of the building industry and buying resistance when costs are a factor, says Stewart, who is also president of the Producers' Council.

"The building materials industry will have to include the buying public in its plans more than ever before to overcome these obstacles," he notes. Actually, plastic construction materials have many sales factors that the public can appreciate, among them thousands of color combinations, resistance to chemicals, insect attack and moisture stains, he adds.

"Plastics have made great advances in home furnishings, floor coverings, furniture, upholstery and bathroom fixtures, but these developments do not automati-

cally guarantee successful marketing for plastic construction materials," Stewart said.

Things to Come — New for housewives, at spring cleaning time: a duster of ostrich plumes has a telescopic handle and can be extended as far as 42 inches to reach remote nooks and crannies. . . The homemaker also will be able to enjoy a new "flip-top" ironing table which changes shape to accommodate different types of clothes and household linen being ironed. . . Coming to market is a new shotgun with a barrel made of fiber glass bonded to a thin steel tube.

Honored But Unsung — While gas housekeeping has been posting sizeable gains, the progress of two other kinds of gas heating equipment has been overlooked, largely because their market is commercial and industrial. Last year combined shipments of these two types, gas unit heaters and duct furnaces, topped 160,000 units. Most installations were in department stores, supermarkets, industrial plants, farm buildings, and thousands of small retail establishments.

Carey Wallace, an official of Modine Manufacturing Co. and chairman of the division of the Gas Appliance Manufacturers Association that turns out these heaters, says the model that's most familiar to the general public is the one that's suspended from the ceiling of most supermarkets. This type must really pour on the heat to maintain comfortable temper-

Judge and Jury

Thousands of trials go on daily, at which witnesses give evidence.

The judge keeps order and decides what evidence is to the point.

In certain "equity" cases you have no jury. In other trials you may waive the jury and let the judge decide the facts.

But when you do have a jury, it hears the evidence. It is the "trier of the facts." The jury decides what to believe. With the evidence in, the judge gives the jury instructions on the law to apply.

Take a trial for battery: Smith sues Jones for striking him and breaking his nose. Jones says he hit Smith back in self-defense, after Smith hit him.

The factual issue: Who hit first? That's for the jury to say after it hears both sides. Smith's witnesses say Jones did, and vice versa. On no other point can Smith or Jones put in evidence. The judge rules out all other facts as "irrelevant." The jury can

decide only: Who struck first?

An irrelevancy might well be: 'Smith owes Jones \$100.'

Maybe so. But that tells nothing about who struck first. So the judge rules on what evidence the jury may hear.

When everybody has had his say, the judge may tell the jury: "You may find Jones struck in self-defense; if so, find him not liable for damages. If you find Jones did strike first as charged, then you will find him liable and set the damages."

The jury weighs the testimony: Who are the most trustworthy witnesses? In conflicting evidence what seems more likely, etc?

Say it finds that Jones did hit Smith first. The jury may find that Smith sustained damage of \$500. In its verdict, the jury reports these things to the court.

Note: California lawyers offer this column so you may know about our laws.

Bonelli Tells Desperate Reapportionment Needs

By FRANK G. BONELLI, Chairman
County Board of Supervisors

Today, decisions of great importance are facing the citizens of California through their elected representatives in Sacramento. The problems which must be solved are many and complex. Their solution depends to a great extent on intimate knowledge by the lawmakers of those problems coupled with an incentive and will to solve them.

The present senate possesses neither the intimate knowledge, incentive nor will to solve the problems of Southern California. This is so because the senate is not representative of the great bulk of the people of California. It is so because the outmoded provisions of the Constitution vest power in 5 per cent of the people of California in northern rural counties to exercise a veto power on certain types of legislation presented by the other 95 per cent.

Today, the senator from three mountain counties represents approximately 15,000 people. The senator from Los Angeles County represents 6,000,000 people. The vote of each senator is equal in the senate. Thus, one person in Alpine County possesses the political power of 400 people in Los Angeles.

Such legislative malapportionment is an insidious disease which must be quarantined at once lest it infect the fundamental organs of our democratic form of government.

It is getting worse year by year as the population shifts from rural to urban or suburban areas. In 1950 a vote in Alpine County was worth 296 times a vote in Los Angeles County. Today, one decade later, the voters in Alpine County have increased their power at the expense of Los Angeles to 400 times the latter's voting effect in the State Senate.

And the end is not yet in sight. By 1970 or 1980 the effect of a vote in Los Angeles County may be only 1/500th or 1/600th that of a voter for state senator in a rural county.

What does this mean to the ordinary citizen of Southern California? It means quite clearly that, although he will be shouldering an ever-increasing burden of taxes for state government, he will have a smaller and smaller voice in determining how that money is spent. He will also be faced with a state senate that knows very little about his problems and cares less. The result will be that projects and laws necessary to the orderly development of southern California will remain in the planning stage.

Many examples of matters essential to Southern California which have been ignored by the State Senate could be cited. During the 1959 session of the Legislature, the possessory interest tax bill was introduced to permit all agencies of local government which depend on the property tax for their support to continue to tax private contractors' interests in defense production tools, machinery and supplies.

The defeat of this bill in the State Senate, dominated by cow county senators unconcerned with defense pro-

duction inventories, resulted in a loss of more than \$200,000,000 in assessed valuation in Los Angeles County alone. The inevitable result is that the ordinary citizen taxpayer in Los Angeles County must make up the difference on his own personal tax bill.

Also, in the 1959 session of the Legislature, a bill designed to curb the sale of narcotics to minors went down to ignominious defeat in the Senate although it received the endorsement of the Elks Lodge and other civic groups throughout California. Cow county senators are apparently unconcerned with the narcotics problem of Southern California.

These examples could be multiplied. It is manifest, however, that the problems facing Southern California cannot be accorded adequate treatment in a Senate dominated by representatives of sparsely settled rural areas in the north.

This problem is not limited to California, but it is more acute here than elsewhere in the nation. According to an impartial survey, modern, up-to-date California has the least representative upper house of the State Legislature of any state in the union. Less than 12 per cent of the population of California elects a majority of the State Senate, and thus, in effect, controls all legislation passed by the Legislature. Modern California is chugging along in an outdated legislative flivver controlled by a backseat driver—the cow-county dominated State Senate.

We would not think of giving a man more than one vote because he happened to have more money, or property, or because he had red hair. Yet it is just as ridiculous to give a man who resides in Alpine County the right to vote 400 times for a State Senator while a man in Los Angeles County can only vote once. This is the net effect of the present inequitable apportionment scheme of the Senate as presently saddled upon the people of California.

What can be done about it? The opportunity is here. The time is now.

An initiative petition is presently being circulated to provide a more equitable reapportionment of the State Senate—the so-called 20-20 Bonelli Plan.

It is a moderate plan which balances northern and southern interests, rural and urban interests. It is not extreme on a population basis, nor on an area or county unit basis. It is a middle of the road approach to the problem of adequate representation for all interests in the community, all segments of the economy, all areas of the state.

More radical plans which would put both houses of the Legislature on a strict population basis may be fostered in the near future if this plan is not adopted. The people will not indefinitely sit idly

by while democracy is sold down the river by an unrepresentative State Senate.

Opponents of reapportionment tend to infer that the present system is a sacred cow which has existed for many decades and is traditional in California. Nothing could be further from the truth.

The present system of senatorial apportionment has been in existence in California less than three decades. Prior to that, for 82 years—from 1849 to 1931—the State Senate was based on population. During the 1920's, Los Angeles County actually had eight senators. What is so unusual, then, so opposed to tradition, as the proposed plan for reapportionment which would now give Los Angeles 7 senators?

Perhaps the most potent criticism of the plan is that it does not go far enough—does not give Los Angeles 16 senators it should have if the senate were to be based on population alone.

However, the proponents of reapportionment recognize that the Senate should be representative of other elements than mere numbers of people. Areas of the state, rural-urban interests, economic factors, all must be balanced if truly representative government is to be achieved.

Another inevitable result of an unrepresentative Senate is an increasing tendency toward direct federal-municipal dealings. In such fields as housing and other urban developments many metropolitan areas have come to the conclusion that the only way they can get the assistance and legislation they need is to go direct to the federal government.

A State Senate dominated by representatives from sparsely populated rural counties is not responsive to the needs of the great majority of the people residing in cities or their suburbs. As pointed out in the 1955 report of the President's Commission on Intergovernmental Relations:

"Although necessary in some cases, the multiplication of national-local relationships tends to weaken the state's proper control over its own policies and its authority over its own political subdivisions. . . . The Commission has come to the conclusion that the more the role of states in our system is emphasized, the more important it is that the state legislatures be reasonably representative of all the people."

The present system of apportionment of the State Senate does not even pay lip service to the ideal of democracy when a man can increase his voting power 400 per cent by merely moving from one county to another. This cancer on the body of representative government in California can be removed once and for all by adopting the proposed Bonelli Plan of reapportionment of the State Senate.

CROSSWORD PUZZLE

ACROSS
1-Mature
4-Football position (abbr.)
6-Was ill
11-Calling
13-Skidded
15-Note of scale
18-Symbol for nion
19-Negative
21-Hindu garment of medicine
22-Liver in Siberia
23-Portion
24-Note of scale
25-Urge on
27-Two
28-Rucky hills
29-Lit of Portuguese money
31-Drink slowly
32-Drink
33-Out of date
39-Potential
41-Heraldry: staffed
42-Egg dish
43-Compass
44-Note of scale
45-Artous
46-Fixed period of time
47-Island
48-Beetle
49-Plant
50-Plant
51-Plant
52-Plant
53-Plant
54-Plant
55-Plant
56-Plant
57-Plant
58-Plant
59-Plant
60-Plant
61-Plant
62-Plant
63-Plant
64-Plant
65-Plant
66-Plant
67-Plant
68-Plant
69-Plant
70-Plant
71-Plant
72-Plant
73-Plant
74-Plant
75-Plant
76-Plant
77-Plant
78-Plant
79-Plant
80-Plant
81-Plant
82-Plant
83-Plant
84-Plant
85-Plant
86-Plant
87-Plant
88-Plant
89-Plant
90-Plant
91-Plant
92-Plant
93-Plant
94-Plant
95-Plant
96-Plant
97-Plant
98-Plant
99-Plant
100-Plant

DOWN
1-Perform
2-Profited
3-Tautonic deity

Distr. by United Feature Syndicate, Inc. /6-